

Message Text

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21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 TRSE-00 CIEP-01 CIAE-00 INR-07

NSAE-00 SCCT-01 DODE-00 /029 W

----- 036979

P R 281700Z SEP 76

FM AMEMBASSY MADRID

TO USDOC WASHDC PRIORITY

INFO AMCONSUL BARCELONA

SECSTATE WASHDC 7339

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E.O. 11652: N/A

TAGS: BEXP SP

SUBJECT: IN-STORE PROMOTION: SEARS DE ESPANA

REF: MADRID 7264 AND PREVIOUS

1. FERNANDEZ STATES THAT SEARS MADRID STORE HAD FRONT WINDOW DAMAGED BY MOLOTOV COCKTAIL NIGHT OF SEPTEMBER 27. AT THIS IS SECOND SUCH INCIDENT THIS YEAR, FERNANDEZ REPORTS SEARS DE ESPANA MANAGEMENT AT MEETING MORNING SEPTEMBER 28, CHAIRED BY PRESIDENT JOHN RINEY, HAS DECIDED TO CANCEL ISP. SEARS OFFICIALS VERY CONCERNED PHYSICAL SECURITY THEIR MADRID AND BARCELONA STORES AND ARE CONVINCED THIS IS NOT THE PERIOD FOR A US CONCERN HERE TO BE IN EFFECT "WAVING THE FLAG."

2. IN VIEW OF UNUSUAL CIRCUMSTANCES LEADING TO ISP CANCELLATION, PLUS FACT SEARS DE ESPANA HAS PURCHASED APPROXIMATELY \$250,000 US MERCHANDISE FOR ABORTIVE ISP (FERNANDEZ STATES APPROXIMATELY \$160,000 WORTH OF US GOODS IN SEARS POSSESSION WHILE SOME \$90,000 WORTH OF MERCHANDISE IS IN A STILL MISSING CONTAINER), WHICH WILL BE SOLD

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WITHOUT SPECIAL USA PROMOTION CAMPAIGN, FERNANDEZ

INQUIRES WHETHER ANY USG FINANCIAL SUPPORT COULD
BE FORTHCOMING. WHILE EMBASSY INDICATED THAT
CONTRACT SIGNED WITH SEARS DE ESPANA ON MAY 3, 1976
CLEARLY STATES THAT SPECIAL IN-STORE SALES PROMOTION
PROJECT WAS AGREED TO BY CONTRACTOR, WE REQUEST VIEWS
FROM WASHINGTON ASAP IN ORDER TO DEFINITELY
RESPOND TO SEARS.
STABLER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: coburnhl
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MADRID07423
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760366-0127
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760913/aaaaaknq.tel
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Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 76 MADRID 7264
Review Action: RELEASED, APPROVED
Review Authority: coburnhl
Review Comment: n/a
Review Content Flags:
Review Date: 05 MAY 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <05 MAY 2004 by MartinML>; APPROVED <02 SEP 2004 by coburnhl>
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Margaret P. Grafeld
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Review Media Identifier:
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Subject: IN-STORE PROMOTION: SEARS DE ESPANA
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